

## ABSTRACT OF THE DISCLOSURE

A server device includes an activity content evaluation unit, an activity pattern analyzing unit, an evaluation report creating unit, and an evaluation report sending unit, and is connected to an activity  
5 management information DB, which has activity management information for managing activity content of each salesperson registered. The server device evaluates the activity content of each salesperson based on the activity management information in the activity management information DB, and creates evaluation report  
10 information from the evaluation results. The server device analyzes the activity pattern of salespeople that have a number equal to or higher than a predetermined number of agreements reached in sales negotiations, based on the activity management information in the activity management information DB, generates advise information  
15 towards each salesperson from the analysis, and sends the evaluation report information, adding the generated advise information thereto, to a terminal device of the salesperson.